Check My Meds Site

Co-Creation Session with Users

U1: Male, 35-45

U2: Female, 25-35

GOAL: Gather feedback on initial ideas for Check My Meds Site.

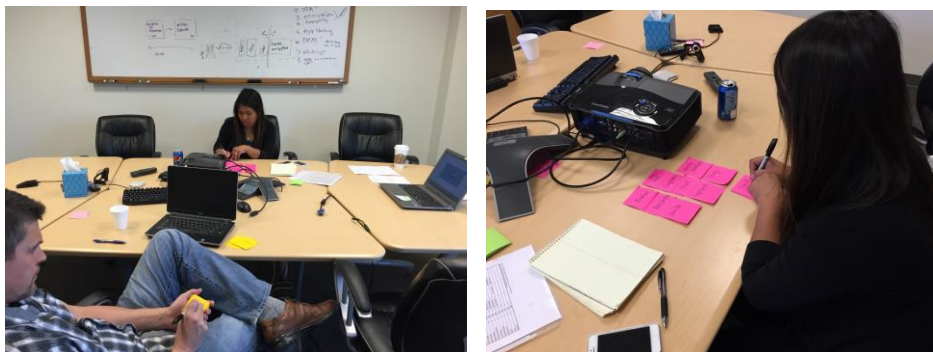**EXERCISE 1:** Post-it Note Descriptions of Impressions of Proposed Artwork

INSTRUCTIONS: Please take a minute to look at the following image (Artwork Idea 1):
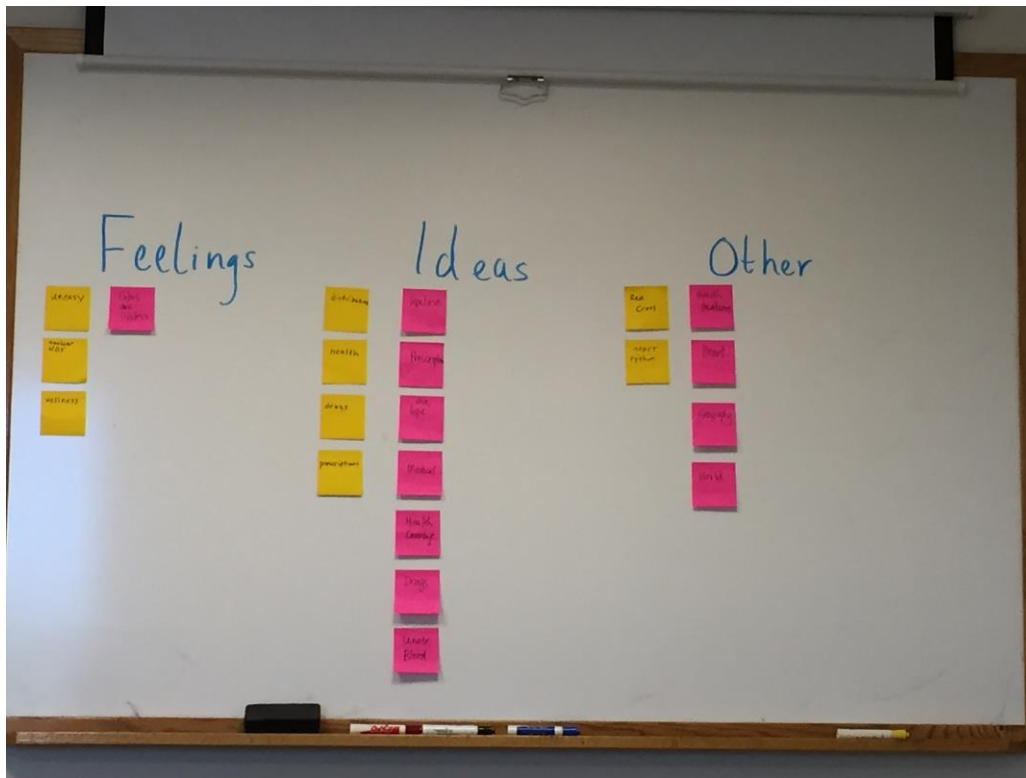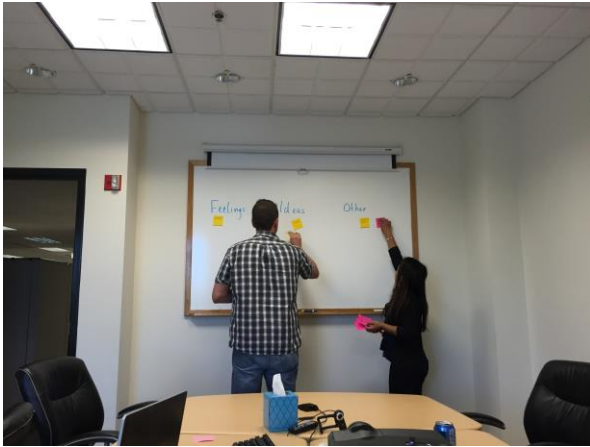

Artwork Idea 1

Now please write any thoughts, ideas, or feelings this image evokes on a Post-it note. One Post-it per thought, idea, or feeling. Try to create around 12-15 individual thoughts, ideas, or feelings.

Artwork Idea 1: Thoughts, Ideas, or Feelings Post-It Note Exercise

Once you've completed your thoughts, ideas, and feelings, please put your Post-it notes under the proper category, as decided by you, on the white board.

Artwork Idea 1: Thoughts, Ideas, or Feelings Category Assigning

RESULTS:

Feelings

- (U1)
  - Uneasy
  - Nuclear war
  - Wellness
- (U2)
  - Colors are lifeless

Ideas

- (U1)
  - Distribution
  - Health
  - Drugs
  - Prescriptions
- (U2)
  - Lifeline
  - Prescription
  - Give life
  - Medical

Other

- (U1)
  - Red Cross
  - Heart rhythm
- (U2)
  - Health locations
  - Heart
  - Geography
  - World

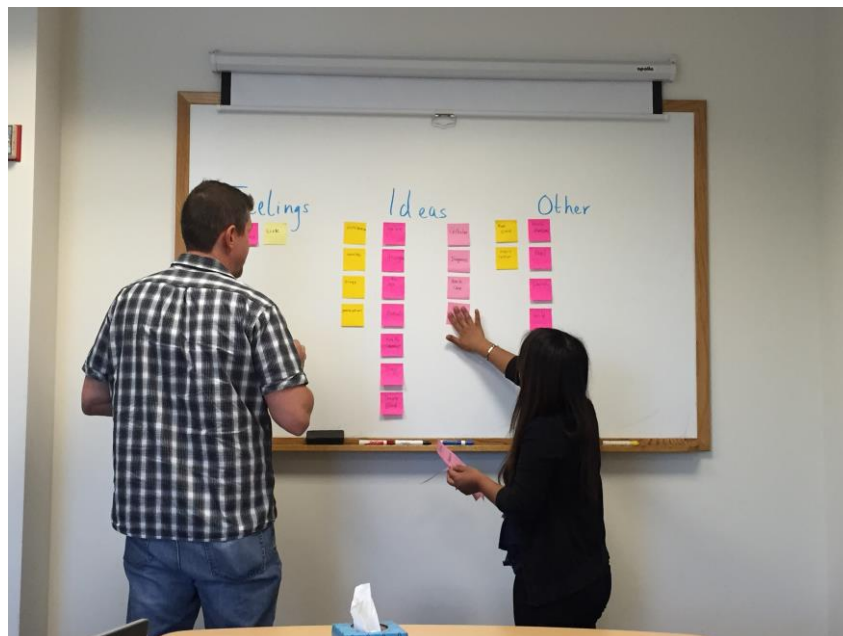Please take a minute to look at the following image (Artwork Idea 2):

Artwork Idea 2

Now please write any thoughts, ideas, or feelings this image evokes on a Post-it note. One Post-it per thought, idea, or feeling. Try to create around 12-15 individual thoughts, ideas, or feelings.

Once you've completed your thoughts, ideas, and feelings, please put your Post-it notes under the proper category, as decided by you, on the white board.

Artwork Idea 2: Thoughts, Ideas, or Feelings Category Assigning

RESULTS:

Feelings

- (U1)
    - Sick
    - Asking for help
    - Wellness
    - Cancer (Smoking)
- (U2)
    - Kid friendly
    - Safe
    - Clean
    - Cutesy
    - Techy
    - Modern
    - Unclear Messaging

Ideas

- (U1)
    - Smoker

- o Cardiovascular Health
- o Treatment
- (U2)
  - o Cellular
  - o Diagnosis
  - o Healthcare
  - o Life line

Other

- (U1)
  - o Health network
  - o American Medical Association
  - o Healthcare
- (U2)
  - o Study of field of medicine

EXERCISE 2: Have you researched drugs and medications online before? If no, why? If yes, describe some of the problems you've had while researching drugs you've taken in the past. Were these sites easy to find? To navigate? What insights were you looking for? Describe any problems you had discovering the insights you were looking for?

U1: *I have researched medications online before, both for myself, and my daughter. I was mainly looking for information on dosing and side effects. I searched for information on Google and a large number of resources were returned in the search results. I looked at many of the forums and a lot of the information seemed to come from users and not from medical professionals. As a result, a lot of the information was contradictory and I wasn't sure what I could trust. Navigation was mostly scrolling through comments or replies to a person's post.*

U2: *I have researched medications online before. For myself and for my kids. Even for my mother-in-law. The problem I've had in the past is that these sites don't let you enter information about the person taking the drug — the patient, I guess. I'm sure that a drug would interact with me a lot differently than it would with my husband, for example. I mean he's a man and he weighs a lot more than I do, so shouldn't that matter? Because I couldn't specify this information, I didn't think it was accurate.*

EXERCISE 3: You need to enter a specific medicine into a web page or mobile app. Describe how your would imagine that process.

U1: *Auto-complete of select from a drop-down, pre-populated list*

U2: *Category selection by illness maybe. And maybe what it's used for. I would like to type it in for it to work fastest as well.*

6

EXERCISE 4: You need to enter your demographic information for the results to be specific to you. What demographics would you expect to enter.

U1 and U2 collaboration:

- Age range (perhaps enter specific age and it assigns age range)
- Sex
- Weight
- Height
- (Perhaps calculate BMI from this info)
- If you smoke or drink
- If you take additional medications
- Activity level

EXERCISE 4: What type of visualization would you expect to see from these search results.

U1: Bubble graphs, where the bubble is bigger if the effect is bigger. Something intuitive.

U2: Graphs. Perhaps graphs over time.